

Express Mail No. EV242440216US
UV-55 Cont.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT APPLICATION

Applicants : Steven J. Reynolds et al.
Filed : Concurrently herewith
For : SYSTEMS AND METHODS FOR ADVERTISING
TELEVISION NETWORKS, CHANNELS, AND
PROGRAMS

New York, New York 10020
February 19, 2004

Mail Stop PATENT APPLICATION
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

PRELIMINARY AMENDMENT

Sir:

Prior to examination, please amend the above-
identified application as follows:

Amendments to the Specification begin on page 2.

Amendments to the Claims are reflected in the
listing of claims that begins on page 3 of this paper.

Remarks begin on page 23 of this paper.